

## TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Build-A-Bear Workshop, Inc.		12/15/2005	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Build-A-Bear Retail Management, Inc.		
Street Address:	1954 Innerbelt Business Center Drive		
City:	St. Louis		
State/Country:	MISSOURI		
Postal Code:	63114-5760		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76333920	BUILD-A-PAGE	
CORRESPONDENCE DATA			
Fax Number:	(314)423-8188		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Email:	lynnh@buildabear.com		
Correspondent Name:	Carolyn Hacker		
Address Line 1:	1954 Innerbelt Business Center Drive		
Address Line 4:	St. Louis, MISSOURI 63114-5760		
ATTORNEY DOCKET NUMBER:	713940.1150		
NAME OF SUBMITTER:	Carolyn Hacker		
Signature:	/carolyn hacker/		
Date:	07/31/2007		
Total Attachments: 1			

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TRADEMARK  
REEL: 003592 FRAME: 0653



### ASSIGNMENT

For ONE DOLLAR (\$1.00), the mutual promises contained in this Agreement, and for other good and valuable consideration, the receipt and sufficiency of which is acknowledged, Build-A-Workshop, Inc., a Delaware corporation, with principal place of business at 1954 Innerbelt Business Center Drive, St. Louis, Missouri 63114, ("ASSIGNOR") as follows contracts and agrees with Build-A-Bear Retail Management, Inc., a Delaware corporation with principal place of business at 1954 Innerbelt Business center Drive, St. Louis, Missouri 63114 ("ASSIGNEE").

1. ASSIGNOR hereby assigns, transfers, and conveys to ASSIGNEE all its rights, title and interest in the trademark BUILD-A-PAGE in the United States.
2. ASSIGNOR is not prohibited from assigning, transferring, and conveying the rights granted by this agreement.
3. This Agreement shall inure to the benefit of, and be binding upon, the parties, their successors and assigns.
4. This Agreement shall not be modified, amended or altered in any manner except by written agreement of the parties.
5. This Agreement is effective as of the 15<sup>th</sup> day of December, 2005.

ASSIGNOR:  
BUILD-A-BEAR WORKSHOP, INC

Per: Maxine Clark  
Maxine Clark, Chief Executive Officer

ASSIGNEE:  
BUILD-A-BEAR RETAIL MANAGEMENT, INC.

Per: Maxine Clark  
Maxine Clark, Chief Executive Officer

